The business magazine of the farm & industrial equipment industry

Implement & Tract

Warran

Manufacturers Edition

SAE Show Preview

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Implement & Tractor

The business magazine of the farm and industrial equipment industry

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8: **Gehl Co.: Very Live at 125.** The largest privately-owned shortline company is celebrating its 125th anniversary.

12: **War is Hell!** And so is keeping track of competing warranties in the tractor and combine market. Here's a look at who's doing what in the warranty war.

16: **Harry, Did You Have to Leave Your Tie?** A salute to Harry Ferguson, who, if he was alive today, would be 100 years old this year. Managing Editor Scott Nesbitt focuses on his promotional talent.

26: **Reflections on the Art of Dealer Development.** George Freshwater, former dealer development manager for Sperry New Holland, talks about the special position the DD man has in his company.

30: **The New Little Diesels.** While filling the need for long-lived small engines, the new crop of diesels present some interesting possibilities for farm machinery dealers.

34: **Latest Entrants in the Tractor Market Race.** A quick review of seven recently introduced tractors from five manufacturers.

42: **Get Rid of Excess, Find What's Needed.** Two innovative companies take on unwanted parts inventories from dealers, and help them find what they *do* need.

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I&T Update

U.S. Retail Sales Slumped in June

Retail sales of farm tractors in the U.S. were off in June by 7.6 per cent, but total unit volume for the first half was up from 1983 by 3.4 per cent.

	Unit Retail Sales					
	June			January-June		
	1984	1983	Pct. Change	1984	1983	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	6,804	6,688	+ 1.7	28,557	26,572	+ 7.5
40-99 hp	4,264	5,036	- 15.3	21,518	20,580	+ 4.6
100-139 hp	1,025	1,378	- 25.6	5,623	8,057	- 30.2
Over 140 hp	1,013	1,095	- 7.5	7,521	6,103	+ 23.2
Total 2-wheel drive	**13,106**	**14,197**	**- 7.7**	**63,219**	**61,312**	**+ 3.1**
4-wheel drive						
Under 200 hp	154	200	- 23.0	964	966	- 0.2
Over 200 hp	282	262	+ 7.6	1,557	1,282	+ 21.5
Total 4-wheel drive	**436**	**462**	**- 5.6**	**2,521**	**2,248**	**+ 12.1**
Total All Tractors	**13,542**	**14,659**	**- 7.6**	**65,740**	**63,560**	**+ 3.4**
S-P Combines	497	567	- 12.3	3,403	4,575	- 25.6
Balers (under 200-lb. bales)	1,553	2,022	- 23.2	3,891	4,522	- 14.0
Forage Harvesters (shear-bar type)	372	560	- 33.6	1,075	1,428	- 24.7
Mower-Conditioners	2,900	4,009	- 27.7	6,936	8,032	- 13.6

Canada Had Fair June Retail Sales

The flash report of the Canadian Farm & Industrial Equipment Institute indicated that tractor sales for June were up 19 per cent to 2,060 units. For the year, they are up 9.8 per cent to 9,650. The heaviest increases were for four-wheel-drive (up 34 per cent to 1,471) and 40-99 hp two-wheel-drive (up 30 per cent to 4,354.

Self-propelled combine sales for the first half of 1984 were up 14 per cent to 608 units after a big June (136 units, up 72 per cent). Most other unit sales were down for June.

ASAE Installs Anderson, Elects Benson Lamp

New president of the American Society of Agricultural Engineers is James H. Anderson, who is vice-provost and dean of the Michigan State U. College of Agriculture. He was installed at the ASAE summer meeting in June at Knoxville, Tenn.

Benson J. Lamp, business planning manager of Ford Tractor Operations, was named president-elect of ASAE and will assume the presidency in 1985.

Anderson formerly headed the Mississippi State U. experiment station and its agricultural engineering department, as well as the U. of Tennessee agricultural engineering department. Lamp in 18 years with Ford Tractor has served as general marketing manager for Tractor Worldwide and as European and North American marketing manager.

James K. Kensen, manager of product engineering for the John Deere Des Moines Works, was elected an ASAE fellow at the summer meeting.

Agri-tech Expo Postponed, Set For Sept., '85

Agri-tech International, the Louisville, Ky., farm equipment exposition, which was slated for Sept. 12-15, 1984, has been postponed to Sept. 11-14, 1985. The 1985 dates coincide with the annual convention of the National Farm & Power Equipment Dealers Assn., which will be held in Louisville.

The change, according to a statement by Agri-tech organizers, was made after discussions with NFPEDA officials. The exposition is a joint project of the Kentucky Fair & Exposition Center, Louisville, and Andry Montgomery Associates, London, England. NFPEDA has endorsed the event.

FWA Market News from Canada

According to the Canadian FIEI, manufacturers are expecting to sell 16,700 two-wheel-drive tractors in 1984, of which 30 per cent will include front-wheel assist.

However, in the first four months, CFIEI indicates that 36 per cent of the 4,932 tractors sold were front-wheel assist.

Canadian marketers forecast total tractor sales of 19,400 units in 1984, compared with 18,000 in 1983. First half actual sales were 9,650 units.

Case Revamps Some Ag Group Posts

J I Case Co. has restructured its Worldwide Agricultural Equipment Operations. Reporting to Jack D. Michaels, who recently joined Case from International Harvester as executive vice-president, in new positons are:

Ken Vlasek as manager, North American sales support; Robert G. Snopko as manager, North American product support; and Mark W. Huenemann as manager, dealer support.

Vlasek is responsible for parts marketing, training and market planning; Snopko oversees service and warranty policy, customer service, product field support, technical materials and product performance analysis; Huenemann covers dealer representation, dealer business systems and dealer development.

Briefly...

The Indiana Implement Dealers Assn. has formed an Outdoor Power Equipment Council. Over 100 of the group's 500 members are outdoor power equipment dealers.

A second farm equipment exposition for the People's Republic of China has been set for Mar. 12-19, 1985, at Beijing. The other event, previously announced, is scheduled for Guangzhou (formerly called Canton) Nov. 19-24, 1984. Representing the shows in the U.S. is American Exhibition Services International, Inc., Box 66373, Chicago, Ill. 60666 (312/593-2462).

Robert C. Leary has retired after 37 years with Ford Tractor Operations. His last post of assistant general manager, sales and marketing, has been given to Gorham A. Cowl, who previously was general manager of International Operations, according to Mervyn Manning, general manager of Ford Tractor.

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY, INC.
Archbold, Ohio
June 12, 1984

INTERNATIONAL HARVESTER TRACTORS

Sup. C, 1952 (Fair) 950*
Sup. C, 1951 (Fair) 575
Cub, 1951 (Fair) 1500*
Cub, ... 860
Cub, (Fair) 725*
154 Loboy, (Fair) 2000*
184, 1976 (Fair) 2550*
H, 1947 (Fair) 575*
H, 1947 (Fair) 525*
M, 1947 (Fair) 700*
M, 1945 (Fair) 775
Sup. M, 1952 (Fair) 720
Sup. H, 1952 (Good) 1000*
100, 1956 (Fair) 1800*
100, 1955 (Fair) 1150
140, 1960 (Fair) 2400*
300, 1957 (Fair) 1100
340, 1960 (Fair) 1425
484, (New) 5000*
560, 1959 (Fair) 2250
656 diesel, 1969 (Fair) 4250*
706 diesel, 1964 (Rough) 3200
706 diesel, 1963 (Fair) 3600*
784 diesel, 1976 (Fair) 6750*
806, 1964 (Rough) 3600*
856, 1970 (Good) 5500*
1026, ... 4250
1206, 1965 (Good) 4600
1256, 1968 (Fair) 5550
1256 diesel, 1970 (Good) 5750
1256, 1967 5950
1256 diesel, 1970 (Fair) 3700*
1466, 1972 (Fair) 8800*
1566, 1974 ..... 8800*
1586 diesel, 1978 (Good) 12,250*

MINNEAPOLIS-MOLINE TRACTORS

Jet Star, 1963 (Fair) 1200*
UB, (Good) 220

COCKSHUTT TRACTORS

540, (Rough) 1075*
550, 1963 (Fair) 1100

MASSEY-HARRIS TRACTORS

44, 1950 (Rough) 370

WHITE TRACTORS

2-85 diesel, 1980 (Good) 8500

JOHN DEERE TRACTORS

40, 1954 (Fair) 1000
50, 1954 (Fair) 1200*
50, 1955 (Fair) 675
50, 1954 (Fair) 900*
60, 1955 (Fair) 850
60, 1953 (Fair) 625*
60, 1954 (Fair) 625
60, 1954 (Rough) 775
520, 1957 (Fair) 1650
530, 1957 (Fair) 1800
2020 diesel, (Fair) 3800*
2030 diesel, 1978 (Fair) 6250
2240 diesel, 1978 (Good) 6600*
2630, 1975 (Rough) 6300*
3010, 1963 (Rough) 2100*
3020 diesel, 1969 (Good) 4225
4010, 1963 (Rough) 3250*
4010 diesel, 1964 (Fair) 3000
4020 diesel, 1966 (Rough) 4300*
4020 diesel, 1965 (Rough) 4000
4230, 1975 (Fair) 11,000*

DAVID BROWN TRACTORS

990, 1967 (Rough) 2050
1200, 1970 (Fair) 3000*

ALLIS-CHALMERS TRACTORS

B, ... 200
G, 1949 (Fair) 860
G, 1950 (Fair) 1200*
G, 1948 (Fair) 1050*
WD, 1947 (Rough) 350
WD, 1948 (Rough) 450*
WD, 1948 (Fair) 420
D-17, 1966 (Rough) 1500
D-19, 1964 (Fair) 2050
D-21, 1967 (Rough) 3100*
190 diesel, 1967 (Fair) 3650
190XT diesel, 1968 (Fair) 2525
190XT diesel, 1970 (Fair) 3900*
190XT, 1969 (Rough) 2000*
190XT diesel, 1969 (Fair) 3200

CASE TRACTORS

830, 1966 (Fair) 1250
830 diesel, ... 1000
930, ... 3000
930, 1968 (Fair) 1800*
1070, 1971 (Fair) 5500*
1170, 1971 (Rough) 2900*
1194, (New) 7600*
1470 TK, 1972 (Fair) 4750

FORD TRACTORS

8N, 1951 (Good) 1300*
8N, ... 1250
8N, 1949 (Rough) 1000*
8N, 1952 (Good) 1350*
8N, 1949 (Fair) 1200*
8N, 1947 (Good) 1330*
8N, 1950 (Fair) 1100*
8N, 1949 (Fair) 1100
9N, 1940 (Fair) 1300
9N, 1941 (Fair) 1050*
9N, 1942 (Fair) 600*

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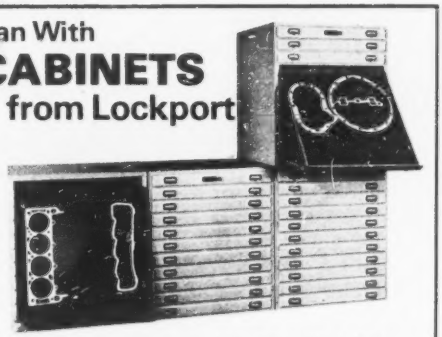

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9N, 1942 (Fair) 900
9N, 1942 (Rough) 750*
9N, 1941 (Rough) 600*
9N, 1942 (Rough) 1200
600, 1955 (Fair) 160*
900, 1955 (Rough) 1175
801, 1957 (Fair) 1700
901, 1956 (Fair) 1450*
4000, 1963 (Fair) 1950
5000 diesel, 1974 (Good) 5800
5000 diesel, 1975 (Fair) 4800*
5000, 1964 (Rough) 2500
5000, 1974 (Good) 4800*
6000, 1963 (Rough) 1200*
TW-30, 1981 (Good) 18,000
Jub., 1953 (Fair) 1500
Jub., 1953 (Fair) 1300*
801, 1956 (Fair) 1750*
861, 1958 (Fair) 3000
821, 1957 (Fair) 2000*
Dexta (Fair) 1575

FERGUSON & MASSEY-FERGUSON TRACTORS

TD-30, 1950 (Rough) 900
1150, 1970 (Fair) 5600*
35 diesel, 1961 (Rough) 2025
35 1961 (Fair) 1250
50, 1962 (Good) 1475
Sup 90, 1960 (Fair) 1660
135, 1967 (Fair) 3000*
165 diesel, 1968 (Fair) 3125*
165 diesel, 1971 (Fair) 4000
175, 1972 (Fair) 2700*
180 diesel, 1967 (Rough) 3100*
285 diesel, 1981 (Good) 8700
1135, 1976 (Fair) 8500*
1135 diesel, 1974 (Fair) 5400

OLIVER TRACTORS

550, 1963, (Fair) 1300
1250 1350
1465 diesel, (Fair) 2200
1755, 1972 (Fair) 3375
1755, (Fair) 4600*

JONES FARM EQUIPMENT CO. Dothan, Alabama June 12, 1984

ALLIS-CHALMERS TRACTOR

190 diesel, 1971 (Good) 3550

DEUTZ TRACTOR

4006 diesel, 1972 (Rough) 1275

MASSEY-FERGUSON TRACTORS

2805 diesel, 1977 (Fair) 7100
1130 diesel, 1972 (Rough) 2450*
1085, 1969 (Rough) 3150
1085 diesel, 1969 (Rough) 2900*
1080 diesel, 1969 (Good) 3550
285 diesel, 1976 (Fair) 4400
255 diesel, 1980 (Fair) 4300
245 diesel, 1978 (Good) 5100
235 diesel, 1975 (Excellent) 4400
235 diesel, 1975 (Rough) 2375
165 diesel, 1970 (Good) 3800*
165 diesel, 1968 (Fair) 2400*
165 diesel, 1967 (Fair) 2800*
165 diesel, 1967 (Fair) 2900
150 diesel, 1965 (Good) 3300
135 diesel, 1973 (Good) 3400
135 diesel, 1973 (Excellent) 3900
135 diesel, 1972 (Good) 3325
135 diesel, 1972 (Excellent) 3700*
135 diesel, 1971 (Excellent) 4050*
135 diesel, 1968 (Rough) 1950
135, 1968 (Fair) 2450
65 diesel, 1963 (Fair) 1250
35 diesel, 1962 (Good) 2100
35 diesel, 1961 (Fair) 1625
35, 1958 (Good) 2000*
35, 1957 (Good) 1750
35, 1956 (Rough) 1350*
TO30, 1953 (Good) 1200

FORD FERGUSON TRACTORS

9N, 1945 (Excellent) 1275
9N, 1944 (Good) 900

FORD TRACTORS

4600 diesel, (Good) 4700
4410 diesel, 1969 (Fair) 1950
4000 diesel, 1968 (Fair) 3300
4000 diesel, 1968 (Fair) 3000
4000 diesel, 1965 (Fair) 2900*
2110 diesel, 1975 (Good) 3600*
2000 diesel, 1963 (Excellent) 2350
2000, 1963 (Excellent) 2350
841 diesel, 1958 (Good) 1500
640, 1957 (Fair) 1175
640, 1956 (Excellent) 2450*
541 diesel, cult., 1959 (Good) 1200*
Jub., 1953 (Good) 1650
Jub., 1953 (Good) 1500
Dexta, 1960 (Good) 1600
8N, 1952 (Excellent) 1750
8N, 1951 (Good) 1500
8N, 1950 (Good) 1350*
8N, 1950 (Good) 1325
8N, 1949 (Good) 1500
8N, 1948 (Fair) 1050
8N, 1948 (Fair) 1100
8N, 1948 (Fair) 1275
8N, 1948 (Fair) 1250*
8N, 1948 (Fair) 1325
8N, 1948 (Fair) 1100

INTERNATIONAL HARVESTER TRACTORS

1566 diesel, cab, 1975 (Fair) 5400
1466 diesel, duals, 1973 (Fair) 5800
1086 diesel, cab, 1977 (Good) 9100*
666 diesel, 1973 (Rough) 1600
504 diesel, 1964 (Good) 2700
454 diesel, 1972 (Good) 3300*
444 diesel, 1969 (Rough) 2100*
300, 1955 (Rough) 350
100 Hydro, burned, 1974 (Rough) 2400
Cub, cult, plt, plow, 1951 (Good) 1550
Cub, cult, plow, 1950 (Good) 1500
Cub, mo., 1950 (Good) 1600
Cub, 1950 (Fair) 1050*

JOHN DEERE TRACTORS

8440 diesel, cab, duals, 1980 (Excellent) 25,000
3130 diesel, (Fair) 3300*
2640 diesel, 1977 (Fair) 4700
2640 diesel, 1977 (Good) 6800*
2510 diesel, 1968 (Excellent) 3700*
2020 diesel, 1966 (Good) 3000
2020 diesel, cab, 1966 (Good) 2900*
1020, 1966 (Rough) 1700
60, 1955 (Rough) 300*
MT, 1952 (Excellent) 1050
MT, har., 1952 (Rough) 600*

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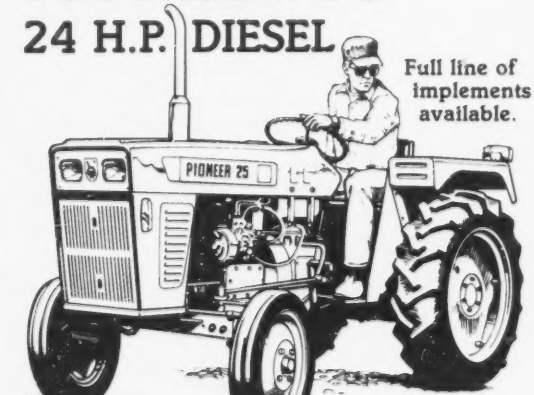

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